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★ SEP 1 1934 ★

IRISES From "The Top of the World"

ONE of my specialties is the Iris. Out here "Where the West Begins," or IS—the altitude (mile high), the dry air, the abundant sunshine—all combine to produce clean healthy stock.

Winters are cold enough to eliminate varieties that will not do well in nearly every section, yet not severe enough to cause loss or weakening of plants from heaving of the roots.

As with the *Gladiolus*, I'm strong for the newer varieties, yet grow and offer many of the better less expensive kinds also. The following list speaks for itself.

Regarding quality, service and prices, no one has a monopoly on this. I've found that one division may be worth twice as much as another of same variety. Yet they look alike in print.

J.D. LONG
Boulder, Colorado



"That's Me—JD," and Frieda Mohr, May 25, 1934

100 Favorite Irises in Wide Range of Colors and Prices

All Iris priced prepaid in U. S. A. If for Canada, add 4c to price of each division.
Terms, cash. Or 25% cash, balance c. o. d. Delivery any time after July 4th.

(In descriptions, S, means Standards; F means Falls.)

- | | | |
|---|---|---|
| 1. AMBASSADEUR. S, bronzy violet. F, rich velvety red-purple. Splendid. Looks like a \$1.00 Iris.....\$0.15 | 25. DR. CHAS. MAYO. Lovely lavender-pink. Favorite in the pink class.....\$0.25 | 45. KANSAS. S, Chinese violet, shaded lilac. F, light purple, shaded violet.....\$0.25 |
| 2. ANNA FARR. White, bordered blue. .15 | 26. DREAM. Beautiful lilac-pink. Dependable and pleasing..... .15 | 46. KOCHII. Very early purple self.... .15 |
| 3. ANN PAGE. Large lavender, self.. .25 | 27. DUKE OF BEDFORD. S, deep violet. F, violet purple, velvety and brilliant. A Dominion seedling that rates well with many newer high priced kinds. Very unusual value at ..15 | 47. LABOR. Luminous reddish violet, suffused with a soft coppery glow... .35 |
| 4. ANTARES. S, soft cream. F, white dotted blue25 | 28. EDGEWOOD. Tall, large pink bicolor with orange beard..... .75 | 48. LADY BYNG. Clear lavender self, suffused rose. Good..... .20 |
| 5. ARCTURUS. S, light yellow. F, dahlia purple20 | 29. EL CAPITAN. Giant flowered bluish violet of heavy substance..... .50 | 49. LA NEIGE. Pure white French, unlike others. Fine..... .15 |
| 6. ARGOS. S, blue-mauve. F, reddish, shading to blue..... .35 | 30. ELIZABETH EGELBERG. S, pink and lavender blend, with gold throat and beard. F, lustrous mauve, strongly shaded pink..... .50 | 50. LE CORREGE. S, smoky bronze. F, dark velvety red. Large..... .50 |
| 7. ASIA. A silvery lavender and violet blend, flushed gold..... .20 | 31. ETOILE DU MATIN. S, sulphur yellow, dotted brown. F, blue, veined maroon25 | 51. LENT A. WILLIAMSON. S, lavender-violet. F, violet-purple..... .15 |
| 8. BLACK PRINCE. The true PERRY variety. S, intense violet. F, black purple15 | 32. FLAMMENSCHWERT. S, light golden brown. F, crimson maroon, edged yellow25 | 52. LORD OF JUNE. S, lavender. F, violet-blue. Large15 |
| 9. BLUE BANNER. S, light blue. F, deeper blue, edges lighter..... .75 | 33. FOLKWANG. S, light rose-pink. F, deep rose carmine..... .25 | 53. LOS ANGELES. Very large white, faintly marked blue..... .75 |
| 10. BLUE VELVET. Rich deep blue of heavy substance, suggesting dark blue velvet. One of the "must-haves" 2.00 | 34. FRA ANGELICO. S, light bronze-gold. F, same, overlaid blue..... .25 | 54. MAJESTIC. Light lavender and raisin purple25 |
| 11. BOUREM. S, Bordeaux red. F, violet, shaded garnet-red..... .25 | 35. FRIEDA MOHR. One of the largest and finest. S, light lilac-pink. F, deep lilac-rose. If you haven't seen Frieda Mohr, then "you haint seen nutin' yet" in Iris. And now only.. .25 | 55. MARJORIE TINLEY. Blue toned lavender25 |
| 12. BRANDYWINE. S, and F, pale blue .15 | 36. GAVIOTA. Creamy white plicata. Edges yellow15 | 56. MELDORIC. S, deep blue. F, blue-black. Very large..... 4.00 |
| 13. BRUNO. S, bronze, tinted lavender. F, velvety wine-purple. Flowers large and of heavy substance..... .20 | 37. GERMAINE PERTHUIS. Velvety mulberry purple self..... .35 | 57. MIDGARD. Just about the loveliest combination or blend of pink and yellow you can imagine..... .25 |
| 14. BUECKLEY'S GIANT. Immense light blue 5.00 | 38. GLOWING EMBERS. S, tan, flushed violet. F, glowing red..... .25 | 58. MIRASOL. Large golden yellow flowers well formed..... .75 |
| 15. BUTO. S, royal purple. F, dark violet. Large35 | 39. GOLD IMPERIAL. Solid chrome yellow self. Orange beard..... .20 | 59. MONTEREY. S, soft violet, shaded red. F, velvety dark bronze red. Tall. .50 |
| 16. CANDLELIGHT. Both standards and falls light pinkish lavender, illuminated within with a rich golden glow20 | 40. GRACE STURTEVANT. The most outstanding of all rich brown Iris. S, brownish purple. F, deeper and so velvety that appear almost black in certain lights. Nothing else like it .75 | 60. MORNING SPLENDOR. S, petunia violet. F, crimson or wine color. Large25 |
| 17. CARDINAL. S, lavender-rose. F, dark red purple of velvety texture.. .25 | 41. IMPERATOR. Rose-red self, overlaid bronze35 | 61. MRS. ILLIS. Blue toned self..... .25 |
| 18. CASSANDRA. S, rose-violet. F, crimson25 | 42. INDIAN CHIEF. S, violet-red. F, deep glowing velvety red..... 1.00 | 62. MOTHER OF PEARL. Pearly lavender15 |
| 19. CASSIOPEE. Ageratum blue. F, Dauphin's blue, edged gray..... .25 | 43. IRIS KING. S, old gold, F, garnet brown, edged yellow..... .15 | 63. MOUNT ROYAL. S, deep blue. F, pansy violet. Flowers large, of heavy substance. Fragrant..... .35 |
| 20. CLARA NOYES. Blend of yellow, orange, apricot and carmine..... 2.75 | 44. ISOLENE. S, rose-pink. F, purple-rose. Frieda Mohr better..... .15 | 64. NENE. S, lilac. F, wine red. Gigantic plant and immense flowers, yet not floppy 2.00 |
| 21. CONQUISTADOR. Lavender-violet. Tall, large25 | | 65. NUMA ROUMESTAN. Both S and F bright garnet red..... 1.00 |
| 22. COPPERSMITH. S, crimson-purple. F, copper-red50 | | 66. OMAHA. Pleasing combination of coppery pink and brownish cinnamon35 |
| 23. DESERT DAWN. A glorious rich yellow and lavender blend..... 4.00 | | 67. OPERA. S, pansy violet shaded brownish violet. F, violet purple... .15 |
| 24. DOXA. S, creamy blend. F, cream, flushed mauve, shading to chestnut.. .35 | | 68. OPHELIA. A blend of warm orange, cream, mauve and bronze tints..... .35 |
| | | 69. ORIFLAMME. S, light blue. F, deep violet. Edges waved. Very large. .15 |

LONG'S IRISES from "Top of the World"

70. **ORION.** S, violet. F, darker.....\$0.35
 71. **PALLIDA DALMATICA.** Light blue .15
 72. **PEACHES.** Striking blend of peach, apricot and orange. Similar to Clara Noyes, but lighter..... 2.00
 73. **PEERLESS.** S, violet blue. F, pansy violet75
 74. **PERSIA.** S, smoky-blue. F, bright blue 2.00
 75. **PINK SATIN.** Clear light pink, uniform. Flowers large, with satiny sheen 3.00
 76. **PLUE D'OR.** Large golden yellow with orange beard..... .75
 77. **PRESIDENT PILKINGTON.** A blend of pure buff standards and falls of lavender-blue..... 6.00
 78. **RAMESSES.** Blend of henna, brown, yellow and old rose. Winner of Dykes Medal 2.00
 79. **RED DOMINION.** Garnet red. Standards a shade lighter than the falls 6.00
 80. **REFULGENCE.** S, violet blue with bronze shadings. F, velvety violet purple50
 81. **ROMOLA.** S, light lilac. F, red violet35
 82. **SACRAMENTO.** S, white heavily edged red-purple. F, reticulated with same color. Very unusual..... 1.50
 83. **SAN DIEGO.** Immense blooms of deep velvety blue-purple..... 1.00
 84. **SAN FRANCISCO.** Both standards and falls white, edged lavender. Tall stems, branching low and wide like a candleabra, carry these very large and beautiful blooms. Winner of Dykes Medal. San Francisco is one of the most robust, healthy, and hardy Iris I have ever grown. It comes through every winter practically 100% for me and my customers. A lovely, pleasing and satisfactory Iris, and now only..... .50
 85. **SAN GABRIEL.** Early pink-lavender25
 86. **SANTA BARBARA.** Violet blue self, large and fine..... .20
 87. **SENSATION.** Gigantic cornflower, blue self 1.00
 88. **SIR MICHAEL.** S, lavender. F, purple, suffused red. Considered by many to be the finest bi-color in the world 1.00
 89. **SONOMA.** Standards and falls an attractive yellow. Tall..... .25
 90. **SOUV. DE LOETITIA MICHAUD.** Lobelia blue, shading to lighter blue. .35
 91. **SOUV. DE MME. GAUDICHAU.** Deep velvety violet. Better than many new high priced varieties. Extra good. Only..... .15
 92. **SUSAN BLISS.** Nice rose-pink..... .25
 93. **SWEET LAVENDER.** S, lavender. F, deep rose-lavender. Ruffled. Fragrant15
 94. **TITAN.** S, light blue-violet. F, violet-purple25
 95. **TRUE CHARM.** White, edged with blue-lavender25
 96. **TRUE DELIGHT.** White, edged with pure rose-pink25
 97. **WATTEAU.** S, campanula violet. F, violet-purple. Unusual..... .25
 98. **WHITE KNIGHT.** A pure white of good size. Strong grower..... .15
 99. **WM. MOHR.** Gigantic flowered lilac, veined purple. Plant and roots, small, but flowers immense..... .50
 100. **ZUA.** Early lilac-white with crinkled edges. Fragrant. A novelty..... .25



"That's Me—JD," in Another Field. Dream and Lord of June

"HELP YOURSELF COLLECTIONS"

Take your pencil and browse through these 100 varieties, among the best of the old and new. Pick out groups, each group at a certain price. Then figure your Collections as follows:

- ALL 15 CENT VARIETIES:** (2 for 25c) (5 for 50c) (11 for \$1.00) (25 for \$2.00)
ALL 20 CENT VARIETIES: (2 for 35c) (7 for \$1.00) (15 for \$2.00) (25 for \$3.00)
ALL 25 CENT VARIETIES: (2 for 45c) (5 for \$1.10) (10 for \$2.00) (25 for \$4.00)
ALL 35 CENT VARIETIES: (2 for 65c) (5 for \$1.50) (10 for \$2.70) (25 for \$6.00)
ALL 50 CENT VARIETIES: (2 for 95c) (5 for \$2.20) (10 for \$4.00) (25 for \$9.00)
ALL 75 CENT VARIETIES: (2 for \$1.40) (5 for \$3.30) (10 for \$6.00) (25 for \$13.50)
ALL \$1.00 VARIETIES: (2 for \$1.80) (5 for \$4.00) (10 for \$7.50) (25 for \$16.00)

Note Carefully. In the "Help Yourself Collections," you may sort up your quantities any way you wish. That is, you may take one each of a kind, or all one kind or 2, 3, 4 or so of a kind, so as to make the required quantities of varieties in any certain price class. For example, for \$2.00 you could select: 2 Frieda Mohr, 3 Sonoma, 1 Midgard, 4 Glowing Embers.

IRISES PRICED \$1.50 up

Your selection one each of 6 kinds or more, at 20% less than the varieties amount to at my single prices. No two alike.

EXTRA FOR GOOD MEASURE

- Free, with a \$1.00 Iris order:** Your choice of one division Ambassadeur, Sweet Lavender or Duke of Bedford.
Free with a \$2.00 Iris order: One Bruno, Candlelight or Santa Barbara.
Free, with a \$3.00 Iris order: One Frieda Mohr, Cardinal or Kansas.
Free, with a \$4.00 Iris order: Five Lord of June, or five Black Prince, or 5 Souv. M. Gaudichau.
Free, with a \$5.00 Iris order: One Refulgence or San Francisco.
Free with an \$8.00 Iris order: One Grace Sturtevant.
Free, with a \$10.00 Iris order: One Peaches or Sacramento.
Free, with a \$15.00 Iris order: One Blue Velvet, or Rameses.
Free, with a \$20.00 Iris order: One Pink Satin.

Long's Peonies

For Delivery Any Time After Sept. 1st

- Avalanche.** Large ivory white.....\$0.40
Edulis Superba. Rose-pink. Early..... .40
Elwood Pleas. Large shell pink..... .40
Frances Willard. Creamy white..... .80
Gene S. Porter. Large fine white..... 1.60
H. L. Richardson. Late red..... 2.40
Jubilee. Immense white..... .60
Karl Rosenfield. Rich crimson..... .40
La Fee. Giant rose-pink..... 2.00
Le Cygne. Famous white..... 2.00
Longfellow. Snappy red..... .60
Majestic. Rose-pink, even tone..... 3.00
Martha Bullock. Large rose-pink..... 1.20
Mary W. Shaylor. Shell pink..... .60
Mons. M. Cahuzak. Maroon-red..... 1.20
Mrs. Edw. Harding. Pure white..... 1.60
Nimbus. Lovely large white..... 2.00
Octavie Demay. Early light pink..... .50
Officinalis Rubra. Earliest red..... .60
Opal. Opal pink..... .80
Ozone. Good early light pink..... .80
Philippe Revoire. Very dark crimson. Tall plant. The true variety..... 1.50
Pres. Wilson. Large rose-pink..... 3.00
Renie Hortense. Soft rose-pink..... .60
Sarah Bernhardt. Apple blossom pink.... .70
Solange. Novelty. Soft pink-cream suffused Havana brown. Clean healthy stock, true to name..... .80
Therese. Enormous pink..... 1.00
Walter Faxon. Bright rose..... 1.00
Quantity Peony Prices: Alike or assorted, 10 at 10% discount. 15 at 15% discount. 20 at 20% discount. 25 at 25% discount. Prepaid.

LILY OF THE VALLEY

Lily of the Valley answers that question: "What can I grow in shade or partial shade?" Thrives also out in the open, but is especially valuable for places where many other flowers will not grow. May be planted in clumps, or the clumps may be pulled apart, making 30 or more single roots. Good way to get quick results is to make 5 to 8 smaller clumps from the one I send you. Use fine sand liberally in soil when planting, give plenty of water, and your plants will bloom and spread nicely. (Clump, \$1.00) (3 clumps, \$2.25) (6 clumps, \$4.00) (1/2 clump, 65c). All prepaid. Shipment in Sept.



WRITE RIGHT NOW to have me put your name on file for my September catalogue, listing not only the usual fall bulbs but "Gladiolus Bulbs at Digging Time Prices."

J. D. LONG . . BOULDER, COLORADO, U. S. A.